

The background of the slide features a large, semi-transparent white arrow pointing from left to right. Behind the arrow, there are two distinct images: on the left, a perspective view of solar panels under a bright sky; on the right, a close-up of a gas burner with a blue flame. The overall color palette is light and airy, with soft blues, oranges, and whites.

ED1 Data collection

21st February 2013

Summary

Purpose of meeting

- Setting out options for target setting to establish a good level of customer service across the industry
 - Establishing what data will inform targets
 - Establishing what changes (if any) need to be made to collect data
 - Establishing the dates for collecting trial data
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- This is **not** a policy discussion. The meeting is to agree practicalities of data capture to inform target setting
 - We will follow up with a full ED1 meeting on 18 March 2013

BMCS: Customer Satisfaction Survey

Setting targets for CSS in ED1:

DPCR5: average relative performance, assessed annually

ED1:

- We are retaining CSS and the 3 customer categories (connection, general enquiry interruption)
- Proposed fixed targets for DNOs
 - DNOs prefer a fixed target as an effective way of delivering improvements
 - DNOs felt it makes it easier for them to justify additional investment
 - By setting a target score at the outset of the RIIO-ED1, we can be more confident that the allocation of financial rewards or penalties will accurately reflect the performance delivered

Outstanding issues:

- Which method to fix the target scores (options next slide) and how often these will be set (beginning of price control/annually)
- Which data set we use to inform target-setting
- Timescale for trial data capture

Gen. Enquiry /Interruptions /Connections	Flat	Annual increase	Step change
Target set by industry mean			
Target set by industry upper quartile		This table sets out various approaches to target setting. In GD1, we based targets on industry upper quartile and set a flat target. If DNOs do not agree with this approach, please set out evidence-based arguments for your preferred option.	
Target set by DNO's mean performance			
Target set by DNO's upper quartile			
Target set by cross-industry level of good customer service			
DNO specific for X years (UQ) followed by industry target for X years			

GD1 element	Target
Unplanned	8.81
Planned	8.09
Connections	8.04

Including unsuccessful calls for customers experiencing an interruption

- Unsuccessful calls for interruptions customers are being re-introduced in ED1 and it is therefore essential that DNOs agree a common methodology
- Previously when unsuccessful calls were included in the CSS, there were a number of inconsistencies present in the final key measurements submitted to Ofgem due to 4 main factors;
 - Human interpretation on what should be included, and how the key measurements are calculated
 - The type of telephony system or platform, call flow and management information that is utilised to obtain key measurements
 - The statistics and reporting metrics provided by the DNO/telephone carriers
 - Varying call volumes between different DNOs
- We do not want to stop DNOs offering a call-back system if this is what customers would like

To agree:

- How to calculate total number of calls
- How to define unsuccessful calls/call flushing
- Timescale for trialling (April 2013-April 2014)

Influence of unsuccessful calls on performance

- We included DNOs' unsuccessful calls within the DP5 telephony incentive
- We applied a 75% weighting on telephony survey results to incentivise DNOs to keep all unsuccessful calls to a minimum

Final CSS Score = survey score x (1 – [% unsuccessful x 0.75])

- Need to agree the influence that unsuccessful calls should have on BMCS CSS score

Telephony reporting

Key measure	Definition
KM1	Total calls on the specified lines
KM2	Total calls answered by an automated message providing fault details (excluding an IVR/group announcement providing details of alternative contact telephone numbers if the call is not a power-loss call)
KM3	Total calls answered by an agent
KM4	Mean time taken for response by an agent
KM5	Total number of unsuccessful calls, comprising: a) Total calls not reaching the specified lines b) Total calls terminated by the DNO during the IVR/group announcement c) Total calls not allowed into the queue or flushed from the queue d) Total calls abandoned by the customer in the queue

Defining Unsuccessful Calls

Total number of unsuccessful Calls (KM5)

- (a) Total calls not reaching the specified lines
- (b) Total calls terminated by the DNO during the IVR/group announcements
- (c) Total calls not allowed into the queue or flushed from the queue
- (d) Total calls abandoned by the customer in the queue

KM5 – total number of unsuccessful calls. Defined as calls that are terminated by the DNO (either by call flushing or call blocking or other similar method) once the customer has called the specified line. This includes all calls that do not reach the DNO specified line; all calls that are terminated by the DNO in the IVR/group announcement; the total number of calls abandoned by customers in the queue.

- Where a customer has heard a message and is given the option to be called back, rather than waiting to speak to an agent, then those customers who opt for a call-back must not be counted under KM5.

- If however, the DNO terminated the call and then called the customer back, such calls must be included in KM5.

Surveying interruption customers

ED1 Proposal:

- We proposed to include new methods of communication in the CSS for general enquiries and interrupted customers
- This will allow DNOs to be measured on their performance in contacting customers about an interruption or general enquiry, and will allow them to make use of new methods of communication

To agree:

- Which methods of communication should be allowed in the survey by the DNO
- Which methods of communication should be used to survey the customers (all phone or the method by which they were originally contacted)
- Timescale for data capture
- How to set targets

Method of Survey

	Positives	Negatives
Telephone survey	-Maintain DPCR5 approach -Consistent survey method across all DNOs -Survey with human contact	-Some customers who have used new methods of comms may not want phone survey -More expensive and less popular with customers -DNO may not have phone numbers
Survey by other means of contact E.g. online/mobile data collection (smart phone/tablet)	We are prepared to include other communication methods to survey customers, however DNOs will have to prove that the required sample size can be obtained and that it doesn't impact on overall scores	

Methods of communication included in CSS

In scope	Out of Scope
1-2-1 interactions on any communication channel	Blanket messages (eg. radio messages/press/blanket twitter message)
1-2-1 interactions where the customer is identified by MPAN/phone number/address enabling access to phone number	
Traditional 121 phone interaction or automated message from an inbound call	
Messages sent (even in blanket mode) to a specific group of affected customers where the customer directly received a message. (eg customer answered phone/received text/responded to twitter message)	
Customer must have a contact point (email/phone number/username)	

Timescales for Data Capture

- To include unsuccessful calls
 - Require additional survey to be undertaken to preserve DPCR5 integrity
 - Additional trial survey to be collected April 2013 – April 2014
- How to capture interruption and general enquiries customers caught through new forms of communication
 - Join together with DPCR5 sample, but monitor to ensure that there are still enough telephone surveys to preserve DPCR5 validity
 - Separate results to monitor any difference in scores between difference methods of communication

CSS – Connections

	TOTAL AVAILABLE SAMPLE CONNECTIONS QUOTATIONS & CONNECTIONS COMPLETE MINOR	PROJECTED CELL SIZE AFTER 12 MONTHS	CONNECTIONS QUOTATIONS & CONNECTIONS COMPLETE MINOR - MoE for projected cell size	SAMPLE REQUIRED TO ACHIEVE MoE OF +/-5% @95%
TOTAL	58,476	5772		4888
WPD East Midlands	5,120	412	4.63	358
WPD West Midlands	5,072	414	4.62	358
WPD South Wales	2,632	412	4.44	336
WPD South West	5,565	414	4.64	360
UK Power Networks (EPN)	6,625	412	4.58	364
UK Power Networks (LPN)	2,730	406	4.49	337
UK Power Networks (SPN)	4,974	412	4.63	357
SSE Hydro	2,884	412	4.47	340
SSE Southern	6,346	412	4.67	363
Northern Powergrid Yorkshire	3,721	414	4.54	349
Northern Powergrid Northeast	2,352	412	4.39	331
Electricity North West	4,700	410	4.63	356
SP Manweb	3,011	416	4.46	341
SP Distribution	2,744	414	4.44	338

Already carry
out enough
interviews to
achieve a
target with
desired
confidence
levels

Time to Connect Incentive – definitions and data collection

• Definition

- Need to agree definition for 'application received'.
- DNO audit to ensure consistency of reporting.

WPD, SSE and NPG	Only measure from 'new connection'
SP, UKPN and ENWL	Start measure connections from 'application received'

Difference between 'application received' and 'minimum information received'

UK Power Networks plc (EPN)	UK Power Networks plc (LPN)	UK Power Networks plc (SPN)	Electricity North West	SP Manweb	SP Dist
7.5	7.1	7.7	3.6	5.2	5.6
9.0	9.1	9.7	4.1	5.0	6.1
8.0	8.1	8.4	3.8	5.1	5.8

• Data collection

- We are keen to start collecting data April 2013 onwards.
- Could potentially use historic data – if audit can demonstrate consistency.

Time to Connect Incentive – options for target setting

To agree:

- Approach for target setting (for both parts of the incentive)
- Weighting of incentive to be placed on (i) time to connect (ii) time to quote.

Approach
Flat
Annual Increment
Step Change

Method of calculation
Based on UQ
Based on average performance
Based on x standard deviations from average
Other



Promoting choice and value
for all gas and electricity customers